



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

National Media
815 Slaters Lane
Alexandria, VA 22314

Contract # 327427

Schedule Dates 08/18/12-08/24/12
Advertiser Republican National Committee (9117)
Agency National Media (2711)
Product Political - Issue (1068)
Brand 3034 RNC (135372)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name ROBINSON, TRACEY
Phone/Fax /
CPE 20/442/3034
Account Types National/Political
Billing Type Standard
Comments RNC 8/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, REPUBLICAN NATIONAL COMMITTEE

Date Entered 08/16/12
Last Modified 08/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06283457
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,882.50
Net Total \$27,667.50
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Aug. 2012	21	\$32,550.00
Grand Total:	21	\$32,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	12:05A- 12:35A (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
2.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	5P- 5:30P (EST)						1			1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
3.0	Normal Line / Spot	08/24/12-08/24/12	2	:30	5:30A- 6A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
4.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	11:35P- 12:05A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
5.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5A- 5:30A (EST)		1							1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
6.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5P- 5:30P (EST)		1							1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
7.0	Normal Line / Spot	08/20/12-08/20/12	2	:30	5:30A- 6A (EST)		1							1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
8.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	6A- 7A (EST)							1		1	\$750.00	\$750.00	Charlotte (WSOC)	EYE NW SA MRN1	8/16/12
9.0	Normal Line / Spot	08/18/12-08/18/12	2	:30	7A- 8A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MRN2	8/16/12
10.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	11:35P- 12:05A (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12
11.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5A- 5:30A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
12.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5P- 5:30P (EST)						1			1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
13.0	Normal Line / Spot	08/23/12-08/23/12	2	:30	5:30A- 6A (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/16/12
14.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	11:35P- 12:05A (EST)			1						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	ABC-NITELINE<	8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5A- 5:30A (EST)			1						1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
16.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5P- 5:30P (EST)			1						1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
17.0	Normal Line / Spot	08/21/12-08/21/12	2	:30	5:30A- 6A (EST)			1						1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
18.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5A- 5:30A (EST)				1					1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
19.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5P- 5:30P (EST)				1					1	\$2,200.00	\$2,200.00	Charlotte (WSOC)	EYEWIT NWS 5	8/16/12
20.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	5:30A- 6A (EST)				1					1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/16/12
21.0	Normal Line / Spot	08/22/12-08/22/12	2	:30	6P- 6:30P (EST)				1					1	\$3,000.00	\$3,000.00	Charlotte (WSOC)	EYEWIT NWS 6	8/16/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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REP HEADLINE# 6283457
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP

AUG16/12 15.2
*** WSOC-TV ***

ADV # _____ ADV. NAME ISS/RNC _____ REP.# _____ OFF.# 220 SALESMAN # _____
AGY # _____ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC _____ BUYER NAME TRACEY ROBINSON
815 SLATERS LANE _____ SALES PRSN PH- NICK WELTE
ALEXANDRIA, VA 22314 _____
ORDER # _____ CONTRACT # 6283457 CLASS: NATL. LOCAL REGIONAL
PRDCT RNC 8/18 EST#3034 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG18/12 AUG24/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG16/12 15.22

REP: TO JILL
FR JARED
NEW RNC ORDER
TOTAL \$32550
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
REPUBLICAN NATIONAL COMMITTEE

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START	:END	:SPTS	:WEEK	:DAYS	:TOTL
:	:LINE#	:	:	:	:	:	:DATE	:DATE	: /WK	:INVT	:	:SPTS
AGENCY ADVERTISER CODE = 20 AGENCY EST# = 3034												
AGENCY PRODUCT CODE = 442												
1			1135P-1205A	30		\$2,000.00	8/24	8/24	1	2	FRI	1
PROGRAM : ABC-NITELINE<												
RA35-64 : 2.4												
CON COM1: ABC-NITELINE<												
2			500P-530P	30		\$2,200.00	8/24	8/24	1	2	FRI	1
PROGRAM : EYEWIT NWS 5												
RA35-64 : 3.0												
CON COM1: EYEWIT NWS 5												

REP HEADLINE# 6283457
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 15.2
*** WSOC-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:
3			530A-600A	30		\$1,000.00	8/24	8/24	1		FRI	1
PROGRAM : EYE-5AM DAYBRK												
RA35-64 : 2.3												
CON COM1: EYE-5AM DAYBRK												
4			1135P-1205A	30		\$2,000.00	8/20	8/20	1		MON	1
PROGRAM : ABC-NITELINE<												
RA35-64 : 2.4												
CON COM1: ABC-NITELINE<												
5			500A-530A	30		\$1,000.00	8/20	8/20	1		MON	1
PROGRAM : EYE-5AM DAYBRK												
RA35-64 : 1.9												
CON COM1: EYE-5AM DAYBRK												
6			500P-530P	30		\$2,200.00	8/20	8/20	1		MON	1
PROGRAM : EYEWIT NWS 5												
RA35-64 : 3.0												
CON COM1: EYEWIT NWS 5												
7			530A-600A	30		\$1,000.00	8/20	8/20	1		MON	1
PROGRAM : EYE-5AM DAYBRK												
RA35-64 : 2.3												
CON COM1: EYE-5AM DAYBRK												
8			600P-630P	30		\$3,000.00	8/20	8/20	0		MON	0
PROGRAM : EYEWIT NWS 6												
RA35-64 : 4.2												
CON COM1: EYEWIT NWS 6												
9			700P-730P	30		\$3,000.00	8/20	8/20	0		MON	0
PROGRAM : INSIDE EDITION												
RA35-64 : 5.0												
CON COM1: INSIDE EDITION												
10			600A-700A	30		\$750.00	8/18	8/18	1		SAT	1
PROGRAM : EYE NW SA MRN1												
RA35-64 : 1.8												
CON COM1: EYE NW SA MRN1												

AUG16/12 15.2
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700A-800A	30		\$800.00	8/18	8/18	1		SAT	1
PROGRAM : EYE NW SA MRN2 RA35-64 : 2.4 CON COM1: EYE NW SA MRN2												
12			1135P-1205A	30		\$2,000.00	8/23	8/23	1		THU	1
PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1: ABC-NITELINE<												
13			500A-530A	30		\$1,000.00	8/23	8/23	1		THU	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 1.9 CON COM1: EYE-5AM DAYBRK												
14			500P-530P	30		\$2,200.00	8/23	8/23	1		THU	1
PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1: EYEWIT NWS 5												
15			530A-600A	30		\$1,000.00	8/23	8/23	1		THU	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK												
16			1135P-1205A	30		\$2,000.00	8/21	8/21	1		TUE	1
PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1: ABC-NITELINE<												
17			500A-530A	30		\$1,000.00	8/21	8/21	1		TUE	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 1.9 CON COM1: EYE-5AM DAYBRK												
18			500P-530P	30		\$2,200.00	8/21	8/21	1		TUE	1
PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1: EYEWIT NWS 5												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			530A-600A	30		\$1,000.00	8/21	8/21	1		TUE	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK												
20			600P-630P	30		\$3,000.00	8/21	8/21	0		TUE	0
PROGRAM : EYEWIT NWS 6 RA35-64 : 4.2 CON COM1: EYEWIT NWS 6												
21			700P-730P	30		\$3,000.00	8/21	8/21	0		TUE	0
PROGRAM : INSIDE EDITION RA35-64 : 5.0 CON COM1: INSIDE EDITION												
22			1135P-1205A	30		\$2,000.00	8/22	8/22	0		WED	0
PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1: ABC-NITELINE<												
23			500A-530A	30		\$1,000.00	8/22	8/22	1		WED	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 1.9 CON COM1: EYE-5AM DAYBRK												
24			500P-530P	30		\$2,200.00	8/22	8/22	1		WED	1
PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1: EYEWIT NWS 5												
25			530A-600A	30		\$1,000.00	8/22	8/22	1		WED	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK												
26			600P-630P	30		\$3,000.00	8/22	8/22	1		WED	1
PROGRAM : EYEWIT NWS 6 RA35-64 : 4.2 CON COM1: EYEWIT NWS 6												

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AUG16/12 15.2
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:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
27			700P-730P	30		93,000.00	8/22	8/22	0		WED	0
PROGRAM : INSIDE EDITION												
RA35-64 : 5.0												
CON COM1: INSIDE EDITION												

AUG/12 32550.00

CONTRACT TOTAL 32550.00
TOTAL SPOTS 21

MARKET TOTALS \$162,750 WSOC 20% WBTW 30% WCNC 19% WCCB 29% WJZY 0% WMYT 0% WAXN 2%
CABL 0%

SVC- NSI
DEMOS- RA35-64*